

WVCW on Air After Summer Relocation

by Jim Johns
folio editor

Wednesday, August 21, WVCW 640 AM signed on the air for the new academic year with Elvis Costello's "Radio, Radio."

But the campus' 25-year-old radio station was not broadcasting from the Milhiser House, its home since 1976. WVCW is now in suite 1114 of the New Academic Building.

The growing international studies program, also stationed in the Milhiser House needed to expand its second floor

operations to the third floor.

"The SMC (Student Media Commission) and Dr. Donohue (Director of the School of Mass Communications) worked out a deal so we could be in the New Academic Building," said WVCW general manager Max Ryder, adding that he was grateful to both parties.

The station's new studios are better equipped than they were in the Milhiser location.

"These rooms were built to be studios," Ryder said, "They had to build the Milhiser house (studios) in 1976."

Now that the station is physically a part of the School of Mass Communications,

Ryder would like to continue strengthening bonds with the faculty.

"It's nice to have professional help from the faculty," Ryder said.

Cable radio will be a part of WVCW broadcasting in the near future. Listeners who have their cable hooked into the cable television will be able to tune in.

Music director Kevin Matthews said that this will allow commuter students who live in the surrounding areas to tune in.



WVCW Station Manager Max Ryder on the air in NAB.

staff photo by Kenny Ingram

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Javier Hernandez, WVCW's sales/promotions director, tests out the radio station's new control room in the New Academic Building. WVCW moved to the New Academic Building at the end of the summer. The station will be hooked up to cable by the end of this semester.

off photo by Derrick Washington

